

consulting

AND DATA SCIENCE

Increase member satisfaction and achieve considerable savings

Equip your health advocacy program with actionable analytics and skills that will inform plans and employers, and engage employees

BHI's proven data insights and design expertise help employers and their employees remove barriers to care

Despite increasing investments in consumer engagement programs, many individuals still feel disconnected from their healthcare benefits and ill-prepared to make good decisions. As a result, more than one-third of large U.S. employers plan to offer health advocacy programs — also known as high-touch concierge models — in 2018.¹

Whether your plan is launching a new health advocacy initiative or already has a program in place, Blue Health Intelligence® (BHI®) offers a suite of solutions to enable both health plans and employers to provide individuals with more personalized counsel that fosters behavior changes, improves quality, lowers costs, and increases member engagement and satisfaction.

Blend impactful analytics with human interactions

To ensure that high-touch, personalized health advocacy programs are ultimately successful, plans need to leverage analytic and operational best practices to integrate the right data, and to identify and stratify the right members. BHI's robust analytics, leading-edge tools and methodologies, and consultative program design, training, and evaluation support help improve existing health advocacy models and scale-up new programs efficiently and effectively.

BHI's analytics and consulting ensure health advocacy success for plans and employers

Employer benefits:

- Improve health outcomes
- Increase employee satisfaction
- Lower costs and improve ROI
- Assess program effectiveness
- Improve presenteeism and lower absenteeism

Plan benefits:

- Achieve meaningful efficiencies for new and existing models
- Transition to trusted advisors for employers
- Identify which employees might benefit from a high-touch model
- Pinpoint impactful intervention opportunities — often before care occurs
- Leverage world-class design expertise to enhance health advocacy initiatives
- Strengthen members' trust and satisfaction
- Analyze results for continued process improvement

1. Large Employers' 2018 Health Care Strategy and Plan Design Survey, National Business Group on Health®

Take Your Health Advocacy Program to the Next Level



Harness BHI's leading-edge analytics, tools, and methodologies

- Identify employers that might benefit from high-touch models
- Apply member identification and stratification to pinpoint the most impactful outreach opportunities and inbound interactive programs to lower costs and improve quality
- Facilitate proactive steerage to high-value providers
- Integrate claims data with social determinants of health information, including credit data, environmental and lifestyle factors, and other plan data streams
- Evaluate program results for cost savings, clinical outcomes improvement, and quality indices that support accreditation efforts



Leverage BHI's consultative training, design, and support

- Augment established high-touch programs with BHI's proven best practices to make the most of existing systems, processes, and personnel through ongoing consultation, coaching, evaluation, and skill development
- Design and scale new health advocacy initiatives — both inbound and outbound
- Train and coach inbound health advocacy staff to foster new skills (e.g., listen for contextual motivators and barriers to care) to enable health advocates to cultivate member trust, offer personalized counsel, recommend and help drive behavioral changes, and navigate obstacles
- Apply impactful analytics to highlight and refine which aspects of the program are and are not working to improve ROI



Partner with BHI to position health advocacy programs as a plan differentiator

- Employ impactful analytics and benchmarks to highlight actionable results about tangible and intangible benefits
- Strengthen employee trust, satisfaction, and retention
- Foster greater transparency between health plans and employers
- Transition from a health benefits vendor to a trusted advisor

Learn more today

To learn more about how BHI's health consulting and data science can help increase member engagement and achieve substantial savings, email info@bluehealthintelligence.com.

About Blue Health Intelligence®

Leveraging the power of claims data from more than 180 million Americans, Blue Health Intelligence (BHI) delivers insights that empower healthcare organizations to improve patient care, reduce costs, and optimize performance. With the largest, most up-to-date, and uniform data set in healthcare, BHI provides an accurate representation of the health profile of commercially insured Americans. Blue Health Intelligence is an independent licensee of the Blue Cross Blue Shield Association and carries the trade name of Health Intelligence Company, LLC. For more information, visit www.bluehealthintelligence.com.